

Recruitment and Retention Committee

The Committee

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The Working Group

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G Recruiting and Retention Committee

Unexpected Loss of Two Physicians

- The much beloved Dr. Maciej Mierzewski and his family moved on to an urban centre after giving the community close to a decade of dedicated service.
- Following a very unfortunate incident on our community Dr. Shadmani felt she could no longer reside on Gabriola. We regret her loss and wish her health, happiness and safety in her new home.
- Drs Thorne, Cusack and nurse practitioner Jennifer Lewis, PhD have tried their very best to fill the gap continuing to provide urgent and emergency care to Gabriolans' while attending to their own patients. Not only did they suffer the loss of two colleagues, they persevered in the face of the worst pandemic since 1918 to offer the best care possible to our community.

GH Recruiting and Retention Committee

Recruitment Process Begins With a Bang March 2022

- Recruiting physicians during a severe shortage of family physicians, both provincial and nationally is a daunting task requiring new and creative ways to reach potential candidates.
- In collaboration with the clinic ads were placed in Health Match BC and Island Health recruitment sites. Both sites have a domestic and international reach.
- In addition to “normal” recruitment channels the Committee choose to utilize social media to expand our reach.
- Social media consultant David Kuefler was hired to establish the Foundation for advertising in the digital age.

GH Recruiting and Retention Committee

Social Media Campaign

- The R&R Cttee worked with David Kuefler to establish an enduring social media presence recognizing that recruitment and relationship building occurs over many years.
- Fundamental to the campaign is the message “we make good neighbours” designed to engage community members themselves to become part of the marketing strategy by reaching out to friends and family nearby and abroad.
- A recruitment website <https://beourdoctor.ca> was created promoting the attributes of both the community and the clinic to prospective physicians and their families.
- The Be Our Doctor website is intended to remain online permanently far beyond this current recruitment process and serve as a means of flagging our community and clinic to potentially new physicians in the future e.g. medical students, residents and locums.
- A Facebook marketing campaign was initiated.

GH Recruiting and Retention Committee

Managing the Service Gap While New Physicians are Recruited

- The clinic, using their physician networks, successfully sought and found, two long term locums to replace the departing physicians while recruitment activities continue.
- The GHCF was able to secure rental accommodation for the locum family for one year.
- Drs Neilson and Green started work at the clinic in May and August of 2022 respectively.

GH Recruiting and Retention Committee

New Investments in Both Recruitment and Retention

Retention

- A new standing committee between the GHCF Board and Clinic (GHCF/Clinic Liaison Committee) was established to enhance communication and address arising issues in a timely manner.
- The GHCF was able to respond to a long-standing concern of the doctors re acquiring and funding locum accommodation for their vacation replacement. This was both a time consuming and a significant financial burden as the vacationing physician is responsible for paying for their locum's accommodation.
- The R&R Cttee has undertaken the task of securing locum accommodation and associated costs. And, with the support of our community we have been able to keep the costs down.
- Ongoing improvements are made in the Community Health Centre physical space to keep the environment as attractive, safe and secure as possible.
- The GHCF has collaborated with the Clinic in a strategic planning processes and data collection.

GH Recruiting and Retention Committee

New Investments in Both Recruitment and Retention

Recruitment

Recognizing that recruitment is a never-ending process new strategies to build relationships have been established.

These include:

- A welcome basket for locums and medical students. Personal interests are sought out and they are supported in meeting their needs and interests.
- A system of follow up communications is being established to maintain contact with locums and students to keep Gabriola forefront in their minds when they are choosing a permanent location.
- A new community navigator position has been established to help with community integration.
- Securing temporary housing for a new physicians as they become established.

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Building and Maintaining Relationships with Stakeholders

- GHCF participation in the “Collaborative Services Committee” keeps our facility and community needs in front of Island Health, Ministry of Health, the Rural and Remote Division of Family Practice and other stakeholders and is important in keeping pace with a rapidly changing healthcare environment and building professional capacity within our community health centre.
- A progressive health care center with happy MDs, NPs and interprofessional team within a supportive community is what will make our centre attractive to potential physicians.

GH Recruiting and Retention Committee

Next steps

- Expand our recruitment advertising, both print and digital, into new markets.
- Retain a social media coordinator for a long-lasting social media presence.
- Maintain and update (as required) the Be Our Doctor website .
- Re-engage with the community to spread the word about physician vacancies.
- Continue to support the existing health care team through facility improvements, practice support, community support, dialogue and advocacy.